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PATENT RESPONSE

AMENDED ABSTRACT OF DISCLOSURE

A lenticular bar code image includes is disclosed. The lenticular bar code image includes: a lenticular lens having a front surface including a plurality of lenticules and a back surface opposite the front surface; and an image joined to the back surface of the lens, the image including a bar code symbol having bars. The lenticular lens and the image are in overlay relationship with one another such that a lenticular bar code angle is formed between the bars of the bar code symbol and the lenticules of the lenticular lens. As such, the bar code symbol is readable through the lenticules of the lenticular lens when the lens and image are in overlay relationship with respect to each other. The invention provides a reliable way to scan products, such as cups, containers, labels, and packages having lenticular images that include bar codes, such as UPC symbols. In this way, additional lenticular image manufacturing steps, such as lenticular removal or cutting steps, are advantageously eliminated without reducing the functionality of the bar codes used in such products.